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### **SAA congratulates Angel Cabrera on US Masters win**

JOHANNESBURG. 16 April 2009. South African Airways (SAA) warmly congratulates Angel Cabrera on his victory at the US Masters Golf championship.

SAA sponsors Cabrera and is immensely proud of his recent win at the US Masters. It follows his previous outstanding performance on the greens where he won the US Open golf championship in 2007.

SAA began sponsoring Cabrera in 2006 as the airline saw great promise in him, which was realised when he won the US Open in 2007. Now this superb achievement has been topped by him wearing the green jacket symbolic of Masters supremacy.

Cabrera's representation of SAA has provided the opportunity to further extend brand awareness of the airline in South America as well as South Africa's reach and recognition across the globe.

"Our sponsorship of Cabrera, the 2007 Open Champion, and now the 2009 Masters winner, has done us proud by promoting our brand at the prestigious golfing event. We also applaud his efforts to help those less fortunate to become acquainted with the sport in his home country of Argentina," says acting SAA CEO Chris Smyth.

The fact that Angel hails from Argentina in South America has been of significant benefit to SAA in light of the decision last year to launch a route to Buenos Aires, Argentina. The inaugural flight took off from Johannesburg for Buenos Aires last week (8 April). This is the second destination in South America to which SAA now flies, adding to its already well established flights to Sao Paulo, Brazil.

"Angel has played a critical role in promoting South Africa and SAA, particularly in South America. We are confident this awareness has contributed towards increasing the number of visitors into the country," says Smyth.

The Buenos Aires route expansion is in line with SAA's vision of being an African airline with global reach and complements SAA's existing daily service to São Paulo. It will feed the airline's flights from Johannesburg to destinations in Africa, as well as to Asia and Australia.

From Johannesburg, travellers can fly conveniently with SAA to destinations within South Africa such as Durban, Cape Town, Port Elizabeth and East London, as well as to 20 destinations in Africa.

Besides being a great route for traders, Buenos Aires offers the leisure traveller cultural, gastronomic and shopping highlights, as well as the skiing sites of Bariloche, the breathtaking views of the Iguazu Falls and the ice landscapes of Patagonia, Argentina.

SAA departs twice a week for Buenos Aires, and will increase the schedule to three flights per week should demand dictate.

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